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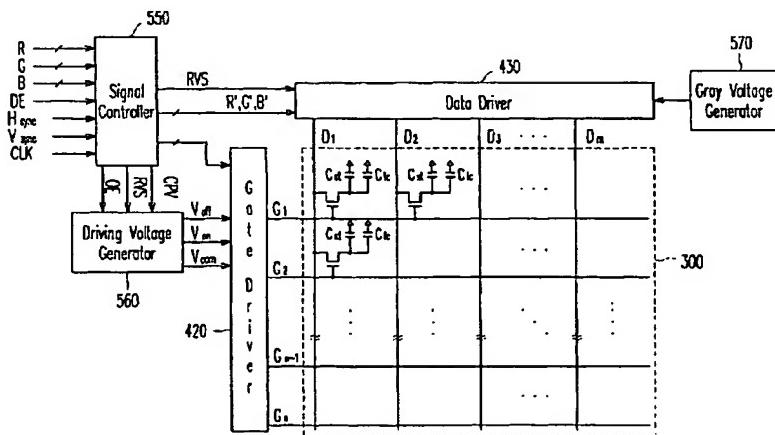
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(54) Title: LIQUID CRYSTAL DISPLAY AND DRIVING METHOD THEREOF



(57) **Abstract:** The present invention relates a liquid crystal display. The liquid crystal display includes a liquid crystal panel assembly including a plurality of pixels arranged in a matrix, a gate driver applying gate signals to the pixels for application of data signals to the pixels, a data driver selecting gray voltages corresponding to gray signals and applying the selected gray voltages to the pixels as the data signals, and a signal controller providing the gray signals and control signals for controlling the gray signals for the gate driver and the data driver. The data signals include normal data signals and a black data signal. The data driver alternately applies the normal data signals and the black data signal to the pixels under control of the signal controller. A scanning direction of the normal data signals is opposite in adjacent frames. Accordingly, respective holding periods of all the pixels for the normal data signals and the black data signals are uniform, and then image quality of the LCD is uniformed to be improved.

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